

Amend the claims to read as follows:

1. (currently amended) A method of providing permanent or removable indicia comprising at least one of information, advertisements, ~~decoration,~~ and/or coupons on at least one of the top, bottom and/or side surfaces of a lids for cups or containers that have a lip and hold hot or cold liquids or other substances intended for ~~individual~~ consumer consumption, the lid having a top with top and bottom surfaces and an integral side circumference area which fits over the lip of the container and is virtually perpendicular to the top of the lid in the spirit of and for purposes of serving as a medium for carrying advertising, promotion, decoration, imaging, printing, instruction, and information, as well as features that make the lid, cover or closure more aesthetically attractive such as color and texture, the method comprising the following steps:

providing a lid for a cup or container that holds hot or cold liquids or other substances for consumer consumption, the lid defining integral top, side and bottom surfaces; and

placing said indicia on at least one of the top, bottom and side surfaces of the lid.

2. (currently amended) The method of claim 1 wherein the lid is made of plastic ~~any material conducive to and appropriate for containing hot or cold liquids, or other substances.~~

3. (currently amended) The method of claim 1 wherein the indicia is placed onto the lid by at least one of ~~any method available including, but not limited to, methods of printing, dying, drawing, embossing, imprinting, and/or by way of adhering substances such as paper onto~~ it ~~them~~.

4. (original) The method of claim 1 wherein the indicia is of any size or dimension necessary to fit or accommodate any and all sizes and styles of lids.

5. (original) The method of claim 1 wherein the indicia is displayed permanently on the lid.

6. (original) The method of claim 1 wherein the indicia is displayed temporarily on the lid.

7. (original) The method of claim 1 wherein the indicia is placed directly on the lid.

8. (original) The method of claim 1 wherein the indicia is placed indirectly on the lid.

9. (original) The method of claim 8 wherein the indirect placement is accomplished by placing the indicia on a member that is removably coupled to the lid.

10. (original) The method of claim 9 wherein the removable coupling is accomplished with a peel-off sticker.

11. (original) The method of claim 9 wherein the removable coupling is accomplished with a perforated, tear-off member.

12. (new) A method of providing advertisement indicia on the surface of a lid for cups or containers that have a lip and hold a substance for consumer consumption, the lid having a top with integral top and bottom surfaces, and a side circumference area which fits over the lip of the container and is virtually perpendicular to the top of the lid, the method comprising the following steps:

providing a plastic lid for said cup or container; and

placing advertising indicia on at least the side of the lid.